

VOICE ASSISTANTS AND CHATBOTS: THE NEW CONSUMER RELATIONSHIP

How is established the new form of communication and interaction using voice and chatbots assistants, enabling potential new businesses and models.

Chair: **Marcelo Guerra - Manager of Technology in Digital Media at TV Globo**

- **AMAZON ALEXA**

José Nilo Cruz Martins - Country Manager Alexa Skills at Amazon.

- **LET'S TALK?**

Luis Motta - UX Customer Success – Take

With so many messages we receive every day, how can we stand out? Smart contact can make a brand more present in your customer's journey.

- **GLOBO: A NEW JOURNEY IN THE WORLD OF VOICE ASSISTANTS**

Eliseu Barreira Junior - Digital Media Coordinator at TV Globo

In the coming years, voice commands will change the way we communicate and consume content. Globo has already begun to experiment how to deliver unique experiences for voice assistants. In this keynote, Globo will share what to have in mind when designing a new voice app.



Chair: Marcelo Guerra - Manager of Technology in Digital Media at TV Globo

Hands-on IT/Broadcast executive, as Digital Media Technology Manager leading multidisciplinary team for digital media transformation program, composed of teams from Technology Architecture, Big Data, BI, Projects, R&D, Support, Applications, Telecommunications, Innovation, Media Operations and Platforms, through WBS construction, delivery plans, follow-up meetings, documentation, integration points, risk analysis and conflict resolution. Working on the TV and digital media market since 2005, experienced in partnerships, project management and processes, with national and international awards.



José Nilo Cruz Martins - Country Manager Alexa Skills at Amazon

José Nilo Cruz Martins currently works at Amazon's Brazil office as Country Manager for Alexa Skills & AVS. From 2011 to 2018 he was Country Manager of AWS's operations in Brazil. At Google, from 2007 contributed to the launch of the operation "Google Enterprise" in Brazil. He was the general manager in Brazil of the software company Ariba in 2001. He is Brazilian, native of São Paulo.



Luis Motta - UX Customer Success – Take

UX Designer at Take, with experience of designing smart contacts for well known brands such as Globo, Caixa Seguradora, Heineken and Porto Seguro. Also, winner of the first Chatbot hackathon in Brazil.



Eliseu Barreira Junior - Digital Media Coordinator at TV Globo

He is currently Digital Media Coordinator at Globo TV. He has been managing projects for voice assistants, such as Google Assistant, since 2018.